

Science Communication – to the public, inside your field and the benefits

Dr. André Lampe (Berlin, Germany)

Scientists are often challenged to explain their work to different target groups: colleagues, funding bodies, company representatives, lay people and other. Frequently, it is expected that this communication is conveyed concisely. Furthermore, conversations with scientists from other fields require a different approach than the communication with lay people or the press. It is important to note, that the reason for different approaches is not the varying level of knowledge of those groups, but their intrinsic interest.

The aim of this workshop is to learn about how science communication works, basic approaches of simplification and crafting metaphors, with the goal to strike interest and excitement. A common misconception is, that this is the same as “dumbing it down”. There is another side to this: “ingenious simple”. With the latter concept, the recipient will be able to grasp underlying concepts and to understand fundamental principles, without the explanation of every last detail.

The key aspects of the workshop are:

- Basic principles of science communication
- How to communicate your science up to date:
 - How to be brief and precise in explaining your field, project or thesis?
 - What is important for different target groups (e.g. colleagues, potential employer, lay people, school kids, etc.)?
 - When is it OK to be humorous or exaggerate and how is it done?
 - Which channels and formats exist and how those are used?

The workshop is planned for a duration of six to seven hours.

How detailed the discussion of the different topics are, can be set and adjusted beforehand, to make sure that the specific needs of the participants are met.